



YALE BROADCASTING COMPANY
INCORPORATED

BOX 242-A, YALE STATION
NEW HAVEN, CONNECTICUT
TELEPHONE University 5-6400

(place and date)
AGREEMENT between the Yale Broadcasting Co., Inc., called Publisher, and _____
_____, called Advertiser, whereby the Advertiser authorizes the
Publisher to insert an advertisement of _____ page in the _____ issues of THE WYBC
MICROPHONE to be published during the _____ Term(s), 1954-55.

Publications dates:

Fall Term (8 issues)

- #1 September 1, 1954
- #2 October 4, 1954
- #3 October 18, 1954
- #4 November 1, 1954
- #5 November 15, 1954
- #6 November 29, 1954
- #7 December 13, 1954
- #8 January 10, 1955

Spring Term (7 issues)

- #9 February 14, 1955
- #10 February 28, 1955
- #11 March 14, 1955
- #12 April 4, 1955
- #13 April 18, 1955
- #14 May 2, 1955
- #15 May 13, 1955

The Publisher guarantees that issue #1 will be mailed to the homes of all members of the Class of 1958 (Freshman Class) of Yale University, and that issues #2 through #15 inclusive will be distributed free of charge to all undergraduate College and dormitory rooms at Yale University

The Advertiser guarantees to forward advertising copy to the Publisher at least 10 (ten) days in advance of each publication date.

In return for said advertising service, the Advertiser agrees to pay \$ _____.

Payments will be made monthly, the first payment to be due on _____, 19____.

PHOTOGRAPHS WILL BE CHARGED EXTRA AT COST TO THE PUBLISHER.

THE YALE BROADCASTING COMPANY, INC.

(Advertiser)

Per _____

Per _____

Title _____

Title _____

RATES: Fall Term Spring Term Both Terms

Address _____

1 page	\$290.00	\$255.00	\$525.00
1/2 page	150.00	130.00	265.00
1/4 page	77.50	67.50	135.00
1/8 page	40.00	35.00	70.00

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THE UNIVERSITY OF CHICAGO

LIBRARY OF THE UNIVERSITY OF CHICAGO

1955

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